



BENEFITS WORKSHEET

A promise is what you're telling your users you intend to do for them. Some call it benefit or reason-to-believe, but in the end it's the reason they should buy or use your company over others. Crafting a compelling promise means understanding both the **functional** and **emotional** benefits you impart. In the space below, list as many as you can think of for each column. Then, put a stake in the ground and pick the top few for each column that you can do better than anyone else.

EMOTIONAL BENEFITS

Think about tangible or functional benefits a product/service may give a consumer, "like added DHA for brain development in baby formula"

FUNCTIONAL BENEFITS

Think about emotional benefits a product/service may give a consumer, "like reassurance that she's a good mother"

Courtesy of IDEO BRAND TOOLKIT